

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

1           1 (currently amended): A computer implemented method executed on one or more  
2 computers for synthesizing and distributing custom-combined and customized personal care  
3 products in a retail environment, comprising:  
4           generating consumer-specified and computer-readable preference data using a  
5 user interface of a host computer in the retail environment, the preference data being  
6 representative of expressed psychological and physiological preferences of a consumer with  
7 regard to personal care, wherein the generating comprises presenting one or more images using  
8 the user interface based on the preference data for selection by the consumer, the one or more  
9 images being associated with the personal care product;  
10           in response to the preference data, generating instructions with the host computer  
11 for reproducibly synthesizing a first custom-combined and customized personal care product in a  
12 format perceivable and understandable by humans;  
13           synthesizing the first custom-combined and customized personal care product in  
14 the retail environment in accordance with the instructions; and  
15           providing the first personal care product at the retail environment to the consumer  
16 before the consumer leaves the retail environment.

1           2 (currently amended): The method of claim 1 wherein generating the preference  
2 data comprises employing a graphical user interface at the host computer to record responses by  
3 the consumer to a series of psychological and physiological questions, which are generated by  
4 the host computer, while the host computer is executing the computer-implemented method.

1           3 (original): The method of claim 2 wherein either of the consumer and a  
2 consultant employs the graphical user interface to record the responses.

1                   4 (original): The method of claim 2 wherein the graphical user interface is  
2 generated by either of a stand-alone computing device and a networked computing device.

1                   5 (currently amended): The method of claim 2 further comprising employing the  
2 graphical user interface to retrieve previously generated data which is stored at a host computer  
3 corresponding to the consumer.

1                   6 (original): The method of claim 5 wherein the previously generated data  
2 comprises at least one of identification data representing the consumer, and commercial behavior  
3 data representing previous commercial activity by the consumer.

1                   7 (original): The method of claim 1 wherein generating the instructions  
2 comprises any of providing the instructions in a graphical user interface, printing the  
3 instructions, and providing an audio representation of the instructions.

1                   8 (original): The method of claim 1 wherein synthesizing the first personal care  
2 product comprises manually combining predetermined amounts of at least two personal care  
3 product components according to the instructions.

1                   9 (original): The method of claim 8 wherein the predetermined amounts are  
2 provided via a manually operated dispensing system.

1                   10 (original): The method of claim 8 wherein the predetermined amounts are  
2 provided in previously measured increments.

1                   11 (original): The method of claim 1 wherein providing the first personal care  
2 product to the consumer comprises placing the first personal care product in a container, the  
3 method further comprising generating customized labeling for the container.

1                   12 (original): The method of claim 1 wherein providing the first personal care  
2 product to the consumer comprises providing the first personal care product to the consumer in a  
3 sample size container.

1                   13 (currently amended): The method of claim 12 further comprising:  
2                   transmitting the instructions from the host computer to a receiving computer at a  
3 manufacturing facility;  
4                   synthesizing the first personal care product at the manufacturing facility using the  
5 instructions;  
6                   placing the first personal care product in a second container larger than the sample  
7 size container at the manufacturing facility; and  
8                   sending the second container to either of an address designated by the consumer,  
9 and the retail environment.

1                   14 (currently amended): The method of claim 1 further comprising storing the  
2 instructions at a host computer for future synthesis of the first personal care product.

1                   15 (original): The method of claim 14 wherein storing the instructions comprises  
2 either of electronically storing instruction data representative of the instructions and storing a  
3 paper copy of the instructions.

1                   16 (original): The method of claim 14 further comprising synthesizing an  
2 additional amount of the first personal care product in response to a request from the consumer in  
3 accordance with the stored instructions.

1                   17 (original): The method of claim 1 wherein the first personal care product  
2 comprises a fragrance, the method further comprising identifying a first fragrance with reference  
3 to a first portion of the preference data, and identifying a second fragrance with reference to the  
4 first fragrance and a second portion of the preference data.

1                   18 (original): The method of claim 1 wherein the first personal care product  
2 comprises a final formulation comprising a plurality of components, the method further  
3 comprising combining less than all of the components to synthesize an intermediate formulation,  
4 and providing a sample of the intermediate formulation to the consumer.

1                   19 (original): The method of claim 1 wherein the first personal care product  
2 comprises any of a fragrance, a cosmetic product, a skin care product, and a hair care product.

1                   20 (currently amended): The method of claim ~~19~~ 18 wherein the final  
2 formulation comprises any of body wash, body lotion, hand creme, eye treatment, facial  
3 moisturizer, facial cleanser, facial balancer, shampoo, conditioner, body scrub, face mask, and  
4 face scrub.

1                   21 (original): A personal care product synthesized according to the method of  
2 claim 1.

1                   22 (withdrawn): A method for synthesizing a plurality of personal care products,  
2 comprising:  
3                   generating substantially simultaneously preference data representative of  
4 expressed preferences of a consumer with regard to personal care;  
5                   in response to the preference data, generating instructions for synthesizing each of  
6 the plurality of personal care products; and  
7                   synthesizing each of the personal care products in accordance with the  
8 instructions.

1                   23 (withdrawn): The method of claim 22 wherein the preference data are  
2 generated via a wide area network, and the personal care products are synthesized in a remote  
3 manufacturing facility.

1                   24 (withdrawn): The method of claim 22 wherein the preference data are  
2 generated in a retail environment, and the instructions for synthesizing the personal care products  
3 are generated in a format perceivable and understandable by humans.

1                   25 (withdrawn): The method of claim 24 wherein the personal care products are  
2 synthesized in the retail environment and provided to the consumer before the consumer leaves  
3 the retail environment.

1                   26 (withdrawn): The method of claim 22 further comprising presenting a  
2 plurality of questions to the consumer, the plurality of questions being selected from a  
3 preexisting set of questions with reference to the plurality of personal care products, the  
4 preference data being generated from responses to the questions.

1                   27 (withdrawn): The method of claim 22 further comprising identifying the  
2 plurality of personal care products as a customized system of products.

1                   28 (withdrawn): The method of claim 27 further comprising associating a  
2 discounted system price with the system.

1                   29 (withdrawn): The method of claim 28 wherein the discounted system price is  
2 less than a sum of individual prices associated with each of the personal care products.

1                   30 (withdrawn): The method of claim 28 wherein the discounted system price is  
2 less than a sum of individual prices associated with each of the personal care products and at  
3 least one other additional product.

1                   31 (withdrawn): The method of claim 22 wherein the instructions include a first  
2 set of instructions for synthesizing a first instance of a first one of the plurality of products and a  
3 second set of instructions for synthesizing a second instance of the first product.

1                   32 (withdrawn): The method of claim 22 further comprising selecting the  
2 plurality of products in response to selections by the consumer.

1                   33 (withdrawn): The method of claim 22 wherein the personal care products  
2 comprise any of a fragrance, a cosmetic product, a skin care product, and a hair care product.

1                   34 (withdrawn): A personal care product synthesized according to the method of  
2 claim 22.

1                   35 (withdrawn): A system of the personal care products synthesized according to  
2 the method of claim 22.

1                   36 (new): The method of claim 1 wherein the generating comprises obtaining  
2 information comprising psychological and physiological information about the consumer, the  
3 information being associated with the personal care product.

37 (new): The method of claim 36 wherein the psychological information  
comprises information selected from the group consisting of color preference, style preference,  
lifestyle preference, life stage, attitude, desired style, fantasy location, fantasy personality and  
combinations thereof.